

THE HUDSON IS A 1910 CAR, NOT 1909

ARRIVES ON HILONIAN, NOV. 24th



The Hudson Achievement of 1909

The Hudson "Twenty" is big in design, in looks, in material, in performance, in general all round value. The only thing small about it is the price.

It has a 100-inch wheel base, 32-inch wheels of the strong artillery type, large radiator, big hood, staunch, clean made frame.

It is a roomy car. One can ride all day in it without feeling cramped. Any more room would simply be waste of space. Its strong three-quarter elliptic springs and long wheel base take away all ordinary shocks of the road. It cradles its passengers over the rough places.

The Men Responsible for the Hudson Achievement of 1909

J. L. Hudson, President.—Mr. Hudson is the owner of the biggest retail dry goods store in Detroit. He is a large owner of Detroit real estate. He is vice-president of the Hines Savings Bank and a director of the American Exchange National Bank. He is recognized as a leading, conservative business man and capitalist of Detroit.

Samuel Chalmers, Vice-President.—Mr. Chalmers is president of the Chalmers-Detroit Motor Company. Before buying a large interest in a Detroit Motor Company and making the name Chalmers-Detroit, he was for many years vice-president and general manager of the National Cash Register Company of Dayton, O. He is also a director of the National Cash Register Company of Dayton, O.

H. H. Jackson, Treasurer and General Manager.—Mr. Jackson is a mechanical engineer, being a graduate of the engineering department of the University of Michigan. He was factory manager of the Olds Motor Works from 1903 to 1907, and has had other very valuable automobile experience.

E. H. Chalmers, Secretary.—Mr. Chalmers is treasurer and general manager of the Chalmers-Detroit Motor Company. His experience in the automobile business covers a period of many years. He was formerly sales manager for the Olds Motor Works.

Geo. W. Dunham, Chief Engineer and Designer.—Mr. Dunham studied engineering at Northwestern and Kenyon Colleges. He was chief engineer of the American Motor Car Company from 1901 to 1904. In the latter year he became associated with the Olds Motor Works in a designing capacity. He was chief engineer of the Olds Motor Works from early in 1905 until March 1st, 1909.

E. H. Coffin, Member of Board of Directors.—Mr. Coffin is vice-president of the Chalmers-Detroit Motor Company. There is probably no automobile dealer who sells a more substantial reputation than Mr. Coffin. He has been selling successful cars for years. Among them the Oldsmobile and the Chalmers-Detroit "Forty" and "Thirty."

The Hudson Twenty is not an Imitation of a Big Car—it is a Big Car

Here is a car that satisfies the taste for beauty—the beauty that enhances service. It is big and racy-looking. Note the graceful lines—the sweep of the fenders and the frame. There is no car with better lines. Judged by every mechanical and engineering standard this car is thoroughly up-to-date without embodying any experimental features.

The Hudson "Twenty" is the first low-priced car which embodies all the best features of the standard high-priced machines.

Wonderful Sales Record

Five days after the Hudson "Twenty" was announced to the trade, dealers asked for 1,452 cars by wire. The entire year's output was contracted by dealers before the factory had a demonstrator ready. This is overwhelming evidence of what experts thought of the Hudson "Twenty". These cars were bought by dealers—men who know—men who must invest their money and reputation in them. These dealers knew that for the first time a car on which they could stake their reputation as judges of value was being built to sell for less than \$1,000.00—a car free from every objection heretofore raised against cars selling at or near the price. They knew that the integrity and reputation of the personnel of the Hudson Motor Car Company was such as to back up every claim made for the car.

Selective, Sliding Gear Transmission

The Hudson "Twenty" has a sliding gear transmission, selective type, three speeds forward and reverse, such as you find on the Packard, Peerless, Pierce, Lozier and other high-grade cars. Most other low-priced cars do not have this type of transmission.

The Hudson Achievement of 1909

A Licensed Car

The "Twenty" has been recognized by the Association of Licensed Automobile Manufacturers. It is the only four cylinder licensed car selling for less than \$1,000.

The Hudson "Twenty" is making good in use. Dealers and private owners have been using them for two months and they are giving entire satisfaction.

Won Twenty-Four-Hour Race

On September tenth at the Alaska-Yukon Exposition the "Twenty" won the 24 hour race open to all types of cars. It covered 706 miles in eighteen actual running hours (5 1/2 hours being lost through tire trouble) and defeated the nearest competitor by nearly 100 miles.

The Hudson was the lowest priced car in the race and bested some cars costing five times as much.

Mr. Dunham, our designer, drove a "Twenty" from Indianapolis, Ind., to Detroit via Dayton, Ohio, and Toledo—a distance of 332 miles—in seventeen hours of elapsed time, leaving Indianapolis at 3 a. m., reaching Detroit at 9 p. m. the same day. And he did it without replenishing water, oil or gasoline.

These are endurance tests. They tried the car to the utmost. Yet no weakness was developed.

We have an allotment of so many cars. When we sell that number we can get no more this year. You should see this car at once and if possible place your order for future delivery. Please mail the coupon now so we can send a catalog.

These 1910 cars have been so much sought after on the mainland that we have been greatly delayed in getting even a demonstrator. At last, however, we are able definitely to announce that the Hudson car will arrive on the Hilonian the 24th. Demonstrations will be cheerfully given.

The Hudson Motor Car Company, Detroit, Michigan. Members A. L. A. M.

ASSOCIATED GARAGE, LTD., Merchant Street

LOCAL AND COAST AUTO DOINGS

Things in the automobile line of business are becoming more active every day, and a constant stream of new machines of every make and size is pouring into Honolulu by the different steamers.

With the number record climbing well toward the 500 mark, this city is keeping up its end as the richest community on earth. Motor cars are everywhere recognized as the mark of affluence, and as Hawaii has more machines per capita than any other city of its size, it all goes to show that we are a very fortunate gathering of all nationalities.

The makes of machines in use in this city are alike in only one respect—they all have four wheels, and are the best type turned out by the respective factories.

Otherwise every make known is to be seen on the Honolulu streets and, side by side, can be noticed the huge Packards and the modest runabouts.

And now two new types are to be added to the list by the Associated Garage, which has on the road from

the factories the much talked of Hudson Twenty, and also demonstrating cars of the Premier make. Manager Odell considers that the Hudson will quickly become popular with lovers of a first class low priced machine.

The Hudson Twenty will arrive on the Hilonian, November 24, and manager Odell will at once proceed to make some tests of the machine. One of the first made will be a 500 mile run without stopping the engine; the hood will be sealed down, and from the time the car starts out on the run until the full distance is covered, the engines will not be stopped.

The Premier cars which are built in Indianapolis, Ind., will arrive in the near future, and some idea of their size may be obtained when it is mentioned that the wheel base of the cars is 140 inches.

Four Pierce-Arrow machines have been ordered by the Associated Garage people but, so great is the rush at the factory, that there is no chance of the cars being landed here till July

next. Two Kissel cars, however, are expected to arrive on the China, and these are as good as sold already.

Manager Gus Schuman, of the garage of the same name, reports the sale of an E. M. F. Touring car to the Coney garage, Kaula. These cars are to be seen everywhere now, and they are very popular in the country districts.

By the Siberia, the Schuman garage received two Locomobiles, one of which was delivered to Mr. Focke, and the other is now under consideration by another gentleman.

Ted Guard, the well known Hilonian, has gone in for an E. M. F. 30, and it was shipped by the Schuman garage to him this week. A Ford runabout was also sold to C. B. Reynolds this week. Two more E. M. F. 30 cars are expected on the Hilonian, which arrives on November 24.

The scene at the von Hamm-Young garage is an animated one now-a-days, and a number of new cars which arrived lately are being inspected with the greatest interest by prospective buyers.

Manager Bodge takes the greatest pride in a new type of car built by the White Steamer Company. It is a gasoline car, of 40 horse power, and is a duplicate of a famous French car,

The engine is cast in one piece and is a very strong one; there are no batteries, and a quarter turn of the crank starts the car—even if it is cold and has not been used all night.

Another new feature is the Marsh rim which is fitted to all the wheels; there are four speeds ahead—three direct and the fourth geared speed for fast level road work. The finish of the car is beautiful, and even the lamps are of a new design; instead of having the reflecting glass away out in front, it is sunk right back in the lamp and the rays of light are deflected to right and left by the aid of reflectors in which the glass is set.

Harold Castle, who lately returned from the Coast, is again driving his big Packard about the city.

Dr. Straub had a narrow escape from serious accident yesterday when his Buick skidded on Pensacola street near the residence of E. D. Tenney. The car plunged into a stone wall and became a wreck, the body being badly smashed.

Manager Bodge of the von Hamm-Young garage went to the rescue and, after lashing the broken car to his machine, managed to bring it into the repair shop. The doctor got off slightly with a slight shock, and what might easily have turned out to be a bad ac-

cident, only resulted in a damaged car and a bill for repairs.

Manager C. C. Kennedy, of Waikeke, Hawaii, whilst in town attending the Planters' meeting, purchased another automobile. He has gone in for a Cadillac Roadster this time and it was shipped on the Claudine yesterday afternoon.

T. Clive Davis has taken delivery of a 1910 Packard Touring car, and is very pleased with the machine. The von Hamm-Young Company report that the Packard is becoming a very popular car in this city, and that it is hard to keep up with the demand for them.

Demonstrator Howes, of the von Hamm-Young garage is confined to his room with blood poisoning, and will not be able to get around for some time. His services will be much missed by everyone as he is very popular in automobile circles.

The following message has been received by the Schuman garage with reference to the E. M. F. automobile: Rome, Ga., Nov. 17.—"We have today lowered by five seconds our yesterday's record of five 1/4 mile in six minutes fifty seven two fifths seconds. Won in three events both days. Came second in free for all, Stearns beating by one second. Strictly stock car,

stripped—the first one ever shipped south. Our mechanic E. J. Jones driving. Will win in Atlanta races."

(Signed) Georgia Motor Car Co.

A new company is about to be launched to exploit the taxi-cab in Australia. The capital is said to be \$500,000, the major portion of which has been subscribed in England. The whole amount could have been subscribed there only that it is desired that portion of it should be offered to Australians. The proposal is to import 204 four-cylinder Napier taxi-cabs of 15 h. p., 100 to operate in New South Wales, 100 in Victoria, and the remainder in the other States. The taxis are not to be confined to the capitals of the various States, for the principal country towns in the chief States will be favored in the same way. It is understood that the first instalment—50 in number—will arrive in Sydney about 10 weeks hence. These will all remain in this State.

There are already ten taxis in Sydney doing good business, and when the new company gets the whole of its cabs on the streets there will, apparently, be very little room for the hand. But that remains to be seen.

That automobile road-racing is profitable to the winners of such events is demonstrated by the un-

usual demand for details and specifications of the Pope-Hartford car which recently won the second Portola road race. According to Harry Welke, manager of the Consolidated Motor Car Company, the local representative of the Pope-Hartford machine, he has received more than fifty orders for the Pope-Hartford machine which won the race, in one instance being offered a very substantial premium for the machine just as it stands.

"I could have sold the car within five minutes after the race, and every day since then to a number of buyers who were satisfied and enthusiastic over the performance of the machine, but I have not as yet allowed it to go. It was not so much a question of selling it, but rather of who to let have it. The race itself undoubtedly resulted in our selling a great many machines, and has caused a great deal of talk throughout the East, not only upon the performance of the car, but on the condition of the roads in California. The fact that there is such a course in California, where world's records can be broken, with regular stock cars, proved a distinct surprise to the Eastern manufacturers of automobiles, and will undoubtedly result in a great deal of benefit during the coming season to California and California motorists."